

# For Easter

## FLOWERS

the loveliest obtainable. We'd suggest you order your lilies now.

## CANDY

everything in Easter novelties and beautiful Easter boxes.

## ICE CREAM

and Sherbets in all the regular and fancy flavors or combinations. You should place your Easter order early.

## Donofrio's

Cactus Way & Washington  
Telephone 509

## REAPING THE WHIRL WIND

Much Discontent Among Farmers of Arizona Attributed to Improper "Boosting," Says Agricultural Bulletin of U. of A.

Those persons in Arizona who for some years have been "boosting" the agricultural resources of the state are now "reaping the whirlwind." A great deal of the complaint on the part of business men, chambers of commerce and others regarding the failure of farmers to make a successful year has been merely the result of put on a sound, financial basis—the unbusinesslike advertising which Agricultural Extension Service, University of Arizona.

to this state. Too many of these settlers have come to Arizona with the idea that they could get rich quick. Getting something for nothing is a notion which appeals to a certain class of people, and such people are usually very much disappointed when they find in order to get something they have got to work for it. It is now being realized that farming in Arizona is practically the same as in other parts of the country, and that the staple crops and livestock form the basis of successful farming with fruits, vegetables, poultry, etc., sounds good on paper, but it does not bring cash to the pocket-book of the average farmer. The sooner the "boosters" of Arizona's agricultural resources learn what scientific, constructive advertising is, and the sooner our farmers and settlers realize that farming is a business, the better off will be the state. Arizona's agriculture will be successful only when it is based on a sound, financial basis—the unbusinesslike advertising which Agricultural Extension Service, University of Arizona.

## MANY HONOR JONES AT FAREWELL MEET

At the First Christian church, Monroe street and Fifth avenue, a great company taking the capacity of the church, assembled in a farewell reception tendered to Rev. and Mrs. Claude C. Jones, pastor of the church.

At the close of a masterly sermon by Evangelist J. A. Barnett, R. E. Dunlap, state evangelist, was called to preside. On taking the chair Mr. Dunlap paid a high tribute to the character and service of the retiring pastor and his wife. He was followed by Rev. Ray Harter, of the M. E. church, who spoke as the senior pastor in the city of the excellent quality of service rendered by Rev. Jones as seen by a fellow pastor. In a similar vein Rev. George R. Varney spoke of the fellowship of the ministry and of the seriousness of breaking into its hallowed circles. Rev. Mr. Sims then spoke for a few minutes in his characteristic way so well known to Phoenixians. He brought the rift in the cloud with his side-splitting humor.

Rev. E. D. Bailey, state Sunday school secretary, spoke his appreciation of Mr. Jones as a Sunday school man. Mr. Blair, of the Y. M. C. A., said the Christian church would be going some if it found the equal of Rev. Jones to take up the work.

Mrs. Donofrio, representing the Woman's Missionary Society, in a neat speech, presented a Christian Woman's board of Missions emblematic brooch to Mrs. Jones, as a token

of the love born her by the women of the church. Mrs. Jones responded in a beautiful appreciation of the gift.

Mr. J. M. Stewart then spoke for the congregation in well chosen words of the great service rendered this church by Brother Jones. In closing his remarks he presented to Mr. and Mrs. Jones two Navajo rugs, feebly expressing the affection of the congregation.

Fred S. Carter of Winslow sang with expression the song entitled "The Harvest Time."

Mr. Jones responded in his unique manner to the addresses, briefly recounting items of his ministry and describing his visions of the future of the church.

After a closing prayer by Mr. Dunlap, refreshments were served by the ladies of the church and the throng tarried for more than an hour in social intercourse.

Rev. Claude C. Jones has accepted the call of the church at Rome, Georgia, to become its pastor, connecting with it the office work of state missionary secretary. He will deliver his farewell sermon this morning.

## Y. W. C. A.

The plans for the Easter Vesper service are well under way and a splendid outdoor service is expected. This will be at five o'clock on Easter Sunday, April 23. Miss Nell Bloom will give an Easter talk and the music is in charge of Mrs. Tafel. The mandolin club will also furnish music.

On Monday night April 24, Mr. N. D. Sanders of the Phoenix Savages Bank will speak to the Business Girls' club on "Thrifty and Efficiency." This meeting will be open to any business woman of the city. A very pleasant and instructive hour is expected.

The Business Girls' club had a good time last Monday night by dressing up as little girls and playing the children's games they used to play. There were three visitors, the Misses Bertina and Ella Schrad and Mrs. Norma Creech, who gave several vocal numbers to the delight of those present.

At the last board meeting it was decided to make a croquet ground and croquet are welcome to use the ground and bring friends.

Several groups of girls have been enjoying horseback rides recently, going out into the desert having beef broils and a general good time.

A number of the Y. W. C. A. Board and friends attended the reception given at the Christian church last Friday night in honor of Rev. and Mrs. C. C. Jones, who will leave soon for Georgia. It is with regret that the members of the Association are bidding Mrs. Jones, who has been a faithful and exceedingly helpful board member, goodbye.



Rev. Claude C. Jones

## ITEMS OF INTEREST TO ARIZONA FARMERS

There are now forty-one active local Farm Improvement Associations in Arizona. New F. I. A.'s recently organized are Florence, Eden, Kansas (Wilcox), Eagar, Linden, Pinedale, Shumway, Mitrioso. In addition there are twelve other local farmers' organizations, making a total of fifty-three local farmers' organizations, with a membership of about 2,000. The central state organization is the Arizona Farm Improvement Association.

Egyptian cotton is up in many parts of the Salt River valley. "A bale of Egyptian cotton per acre" is the slogan which has been adopted by E. W. Hudson, Egyptian cotton specialist of the Agricultural Extension Service, and U. S. D. A., in his work among the farmers.

The farmers of Navajo-Apache counties are planning to do the bulk of their plowing in the fall instead of in the spring hereafter, as a result of the efforts of Farm Advisor Fillenup.

Prof. Stanley F. Morse, superintendent of the U. of A. Agricultural Extension Service and state leader, U. S. A. D. A., visited the Salt River valley and Florence recently. He is urging the adoption of a definite plan of agricultural developments by each county.

## CHICAGO MAN BUYS SOME VALLEY LAND

Having been in the Salt River valley but once before, Mr. James H. Christian, a prominent automobile tire manufacturer of Chicago, came to Phoenix just a week ago, arriving on Saturday morning. Before he left on a motor trip to Globe on Tuesday morning, he had purchased three pieces of Salt River valley real estate, including the F. R. Rush suburban property on East Romaine avenue, a lot in the West Baltimore Heights Addition, and the W. D. Fulwiler forty-acre tract located on Glendale avenue, at Romana avenue and the car line.

Mr. Christian had not planned on such an extensive investment, but during his short stay found that he could not resist the allurements, and is expecting that his son shall come out here some time soon to take charge of the Fulwiler tract.

This tract is that which Mr. Fulwiler had been expecting to retain

# Easter Is the Dressiest Occasion Of the Year



Let Hyder help you to select your Panama or Straw Hat, Silk Shirt, White Trousers and Fancy Hose.



35-37  
North  
Central

35-37  
North  
Central

\$5 Shirts for \$5  
\$7.50 Panama Hats for \$7.50  
\$25.00 Hirsh-Wickwire Suits for \$25.00

## Kenilworth Lots

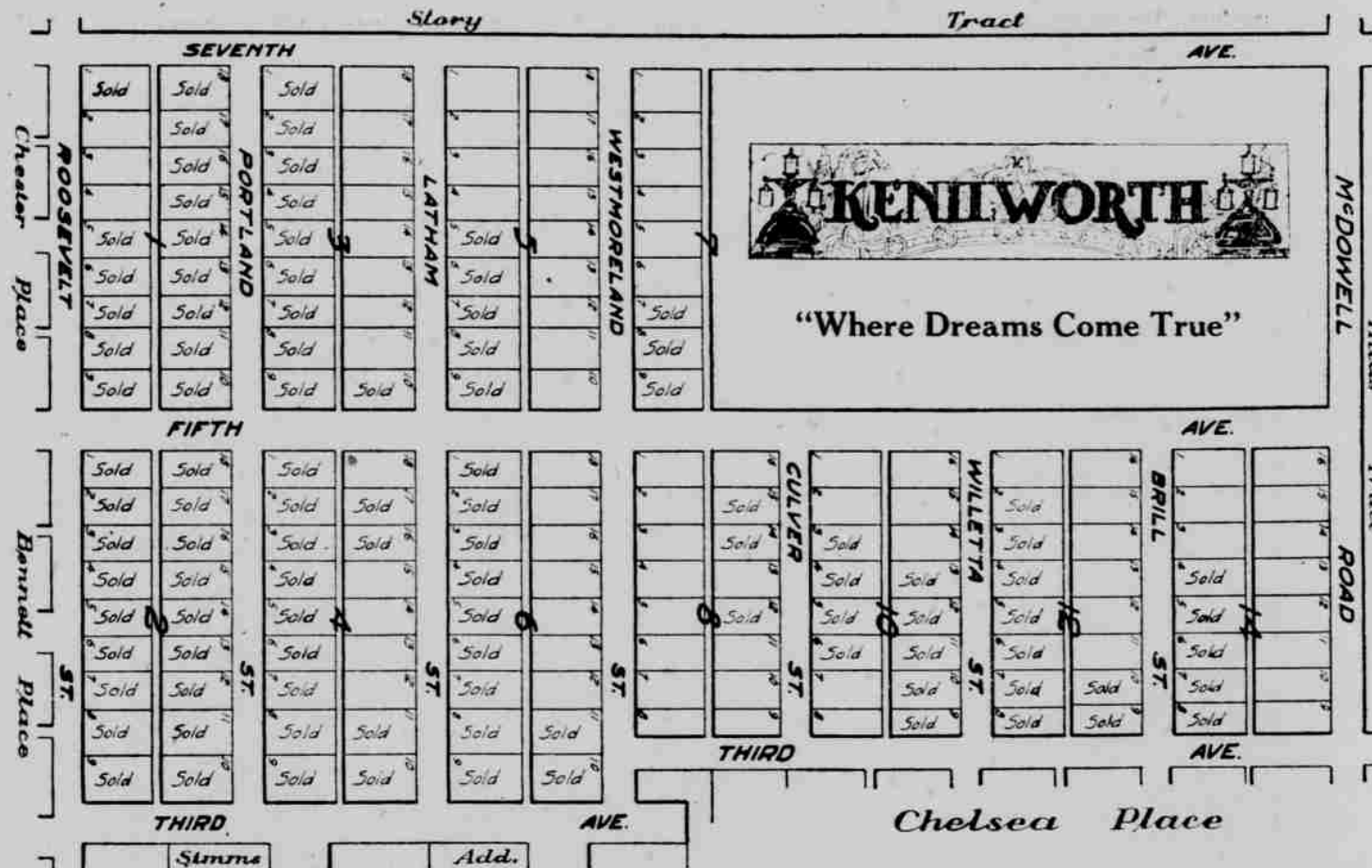
Lots Better in Size  
Price and Certain Rise

—Talk about size! 70x145—in other words a lot and a half—a half lot thrown in for good measure—can you beat it?

—And just think, now priced as low as \$700. Seven hundred dollars for a prospective home within walking distance from the business section of the city.

—Here is a residence section dotted with something like 50 new, pretty houses—good, modern homes housing refined people. A district that is ideal, protected by sensible building restrictions.

—Kenilworth lots are worth every dollar asked for. At \$700 a lot it's the safest, sanest investment in the southwest today. Just a few dollars now and then will place you in a position to reap the splendid profits which all men of foresight predict for Kenilworth.



## A Wonderful SALE OF LOTS

In a Wonderful District

Beginning Monday morning and for 29 days following we shall offer

## Kenilworth Lots

which formerly sold at \$950 and \$975 as low as

**\$700**

## Here Is the Proposition In a Nutshell

THE PROPOSITION presented by Greene and Griffin is a simple one and carries with it the conviction of truth—success. Hartranft and Tweed, owners of the charming "Kenilworth" subdivision, have instructed Greene and Griffin, their agents, to turn loose every single, solitary unsold lot in Kenilworth at the phenomenal reduction of over 20%. Here is cooperation between owners and agents that merits unstinted praise. It's mutual recognition of 4 facts: First, that sales have been at a standstill during the past 2 years—Second, that they need the money more than the lots—Third, that the East and Middle West prosperity is heading this way—Fourth, that Phoenix Real Estate is on the verge of a great revival.

## BUT THE TIME LIMIT STICKS—MAY 15 WILL SEE THE END

OF THIS GLORIOUS OPPORTUNITY—BUYING "KENILWORTH" LOTS AS LOW AS \$700

—This is not a gamble—it's an opportunity where the tremendous tide of prosperity and unprecedented low price removes any reasonable reason for disappointment. Plans of payment are so arranged as to accommodate even the individual with a modest salary.

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